

Transportation Poll Results

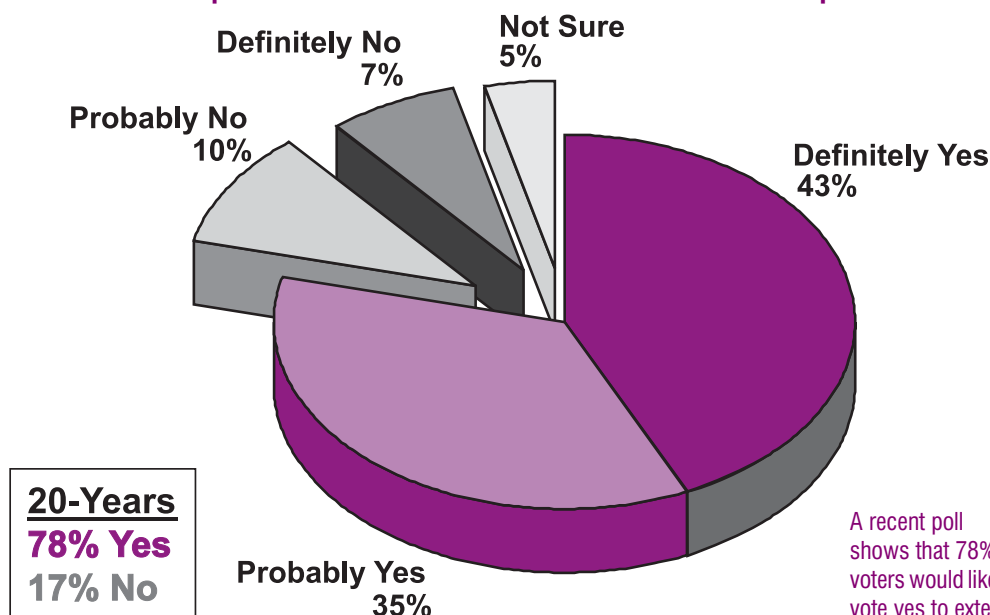
8 of 10 Voters Support Sales Tax Extension for Transportation

A telephone survey of 1,009 registered voters indicates that nearly eight out of ten Maricopa County voters support the extension of the current half-cent sales tax for transportation.

The poll was conducted by Behavior Research Center in December. Analysis shows that 78 percent of voters would likely vote yes to extend the current Maricopa County sales tax an additional 20 years, while only 17 percent would vote no. The support was strong within all geographic areas of the Valley.

The current half-cent sales tax is set to expire in 2005, and would leave the Valley without a major source of funding for transportation improvements. The survey was commissioned by the Maricopa Association of Governments' Transportation Policy Committee, which is developing the regional transportation plan that would be used as the basis for the sales tax extension. The

Public Opinion on One-Half Cent Sales Tax Extension for Transportation



A recent poll shows that 78% of voters would likely vote yes to extend the half-cent sales tax for transportation an additional 20 years, while only 17% would vote no.

Transportation Policy Committee is a diverse group of government, business and community representatives charged with finding solutions to the region's transportation problems.

According to poll results, voters appear to recognize that there is a need for continued transportation funding to accommodate projected growth in the region, with more than 60 percent stating they do not believe there are enough funds available to cover needed transportation

improvements in Maricopa County over the next 20 years.

"Arizona will grow, but we can lessen the impact of that growth on our mobility," said Transportation Policy Committee Chair Neil Giuliano, Mayor of Tempe. "Voters seem to recognize that we need choices: more road capacity, improving the way we use our system, and more alternatives to driving," he said.

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From the Chair

Planning for Change



Mayor Wendy Feldman-Kerr,
Queen Creek

As a mayor of a rapidly growing community, I'm confronted daily with the pressure of growth in my community. As a region, the one certainty we have is that we need to be able to adapt to the tremendous amount of change that is coming.


How do we make sure that we are making the right choices for a region that is expected to double in population over the next 30 years? From my personal experience, the answer is in the process that is created to develop the plan, and to adjust it as the region evolves.

One of the major tasks at MAG is to develop a transportation plan that addresses continued population growth. Our traffic projections predict that we will need to use a wide variety of transportation options to make our mobility and quality of life enjoyable for the future. With the regional freeway system slated for completion in 2007, it's time to focus on the next round of transportation investments. Our current one-half cent sales tax for transportation will expire in 2005, leaving us

without a primary funding source for transportation.

To ensure that we are creating a living transportation plan that will accommodate our growing needs, MAG has formed a public/private partnership: the Transportation Policy Committee. The Committee is charged with reaching out to the broader community to identify solutions to our regional transportation challenges. Numerous opportunities are planned for early input into the Regional Transportation Plan from citizens, business leaders and other stakeholders.

A key focus in the development of this plan will be ensuring accountability in delivering the program. The plan will be developed with significant public input and in cooperation with the Arizona Department of Transportation and Valley Metro. It will ensure that people can get from their jobs to their homes to shopping centers to recreation areas – even as the Valley grows.

Before a vote on the sales tax extension can proceed, authorization is needed from the state legislature. We believe residents concerned about congestion want the opportunity to determine their transportation future. Voters would then be asked to choose whether they want to continue to invest in our transportation system by extending the existing funding source. That may seem a difficult choice in tight economic times. But the ability to move goods and people is the very backbone of our economy. We must continue to improve our transportation system, and continue to plan for change. 

Wendy Feldman-Kerr
Mayor of Queen Creek
Regional Council Chair

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MAGAZine is a quarterly newsletter of the Maricopa Association of Governments. It focuses on the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, (602) 254-6300.



REGIONAL council members

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- ◆ **Mayor Joan Shafer**
Surprise, *Vice-Chair*
- ◆ **Mayor Keno Hawker**
Mesa, *Treasurer*
- Mayor Douglas Coleman**
Apache Junction
- Mayor Ron Drake**
Avondale
- Mayor Dusty Hull**
Buckeye
- Mayor Edward C. Morgan**
Carefree
- Vice Mayor Ralph Mozilo**
Cave Creek
- Mayor Boyd Dunn**
Chandler
- Mayor Robert Robles**
El Mirage
- Mayor Jon Beydler**
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- Governor Richard P. Nacia**
Gila River Indian Community
- Mayor Steve Berman**
Gilbert
- Mayor Elaine M. Scruggs**
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www.mag.maricopa.gov/members.cms

Voices from the Council

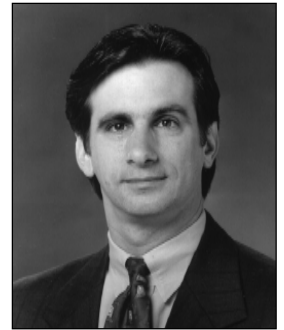


I am looking forward to developing great working relationships with the other members of the Transportation Policy Committee. I think that the only effective way to solve our collective transportation issues is through a regional decision-making process. To that end, I believe that MAG must play a vital role in ensuring the success of this process.

—City of Goodyear Vice Mayor Seth Kanter, on being named to the MAG Transportation Policy Committee.

There wasn't a reporter in the room, but this was the first time in the nine years that I've been a MAG member that, for more than three hours, the mayors of the region, legislative leadership, the business community, and other significant members of the Valley talked very seriously about transportation. We had a broad and full discussion and took a very positive step for the region. And even though we didn't agree on every issue, the tremendous unity needed to advance this cause jointly was most definitely present.

—Tempe Mayor Neil Giuliano, on the December discussion of transportation issues by the Transportation Policy Committee, which he chairs.



As a city growing at a rate much faster than any other Arizona community over the past two years, El Mirage faces a challenging but exciting future. As its mayor, I am dedicated to providing the leadership that will continue to move this city forward. My position on MAG's Regional Council will give El Mirage the representation it needs to work side by side with other community representatives for a bright future for all our cities.

—El Mirage Mayor Robert Robles, on his recent election as mayor and his appointment to the MAG Regional Council.

I feel that these pilots. . .because of them, these kids can come to a library that is free. We have a democratic government, and they gave us their lives for freedom. Because of them, we walk in freedom today.

—Surprise Mayor Joan Shafer, at the December 7, 2002 dedication of a monument to Luke Air Force Base fighter pilots. The pilots trained in a field where the Surprise Recreation Center now stands.



We come to the capitol today from all parts of the state...we have come to meet with you and reinforce the significant impact that city and town services have on our residents living throughout Arizona... We recognize the dedication you have to helping shape the future of our state. We look forward to working together with all of you this year.

—Glendale Mayor Elaine Scruggs, speaking to legislators at the Second Annual Cities and Towns Day at the Capitol. Mayor Scruggs is president of the League of Arizona Cities and Towns, which sponsored the event.

Regional Profile: Keno on the Go



Mayor Keno Hawker of Mesa



Mayor Hawker at a recent press conference for rubberized asphalt.

Whether he's piloting a plane, white water rafting, running a triathlon, captaining a charter sailboat, or traversing dangerous ice crevasses while mountain-climbing, Mesa Mayor Keno Hawker has never been much for sitting still.

"You could probably sum me up that I've never found a toy that I didn't like," says Hawker, who currently serves as MAG treasurer. "When they had that convention over at the Civic Center where it was 'Big Boys and Their Toys,' I think I was the first in line to get in," he says.

He proceeds to outline just a few of the toys he owns – from river rafts to airplanes to even a climbing wall in his front room. "You know I ride a unicycle, I juggle...so if there's something out there that's a challenging activity, I've probably done it or am trying to learn how to do it."

Despite his penchant for fun and adventure (and let's not forget chocolate), Hawker is

serious when it comes to his civic responsibilities. He has served as the mayor of Mesa since June 2000, and on the city council since 1986. He sits on 16 different boards and commissions, ranging from the Williams Gateway Authority to the Mesa Baseline Rotary Club. But of all the issues he deals with, transportation issues continue to rank among his highest priorities.

As a member of the Transportation Policy Committee, Mayor Hawker has his sights set on the passage of the half-cent sales tax extension for transportation, and specifically on earmarking a portion of the revenue for local transportation priorities that are regionally planned.

"I think there must be two components," he says of potential sales tax extension legislation. "There needs to be a regionwide component so people understand that all of the municipalities are talking to each other and that there is a regional transportation component to go from one municipality to another, whether you're taking a freeway or a bus or light rail," he says. "The other component needs to be a portion of the tax given to cities for local transportation priorities, where local municipalities create their own plan...showing their residents what transportation improvements they would receive locally that enhance regional mobility."

Hawker says the Regional Transportation Plan being developed by the Transportation Policy Committee will be performance-based, meaning projects in the

plan will be ranked based on their ability to meet performance goals such as safety and mobility.


Another goal for Hawker is to promote and encourage a stronger link between transportation and land use planning, and "not do a land use plan and then after the fact think, 'oh, my goodness, how are we going to get people to and from that new development?' Have it all coordinated before the development is even approved," he says.

When asked what single gift he would give the Valley if he could, Hawker replies, "Common sense." Asked where he sees himself in ten years, the occasional sailboat captain of charter cruises responds, "Probably out on a sailboat in the Caribbean or someplace warm...I love to sail."

What, no politics?

"I have never been one who has enjoyed party politics," he says. "Non-partisan I love, because then you represent your supporters and not political party leadership. So if there was a non-partisan race someplace I'd probably be interested in it, but partisan politics is just not my forte."

In the meantime, this dynamic and energetic mayor continues to work hard while at the same time enjoying life and maintaining a hearty respect for his fellow Regional Council members.

"I appreciate them for their service. It's been fun. We take the issues seriously, but we don't take ourselves too seriously – and that's good." 



Mayor Hawker talks with newly elected Governor Janet Napolitano at the recent Loop 202 freeway opening.

Transportation Policy Committee Settles Key Policy Questions

If the Transportation Policy Committee has its way, Maricopa County voters would be asked to approve a half-cent, 20-year tax extension for transportation in 2004. The extension would fund projects from a plan using a performance-based approach. The plan would have to meet air-quality criteria, and the plan would include a broad mix of freeway, transit, and regionally-significant local projects.

That consensus came as a result of the committee's final review of a number of key policy questions during its meeting January 15.

Among the first issues to be decided was a recommendation regarding the length of the tax. Poll results indicated that voters would be equally supportive of the tax whether the horizon was 20 years or 25 years. Because the additional five years would have meant an extra three billion dollars in revenue, initially the committee leaned toward a 25-year extension. Mesa Mayor Keno Hawker said transportation needs can change dramatically over 20 years and voters should be allowed to reconsider their investments.

"It was all freeways 20 years ago, now it's multi-modal. I think the longer time frame that you extend out, the more chances that you may not be in touch with the desires of the population for the transportation mix," he said. "I think 20 years is adequate to

have a good plan established and still have some flexibility at the end of that time to come back and extend with a different type of mix."

The committee agreed on the 20-year time frame, but did recommend consideration of ballot language that would allow the authority for another election to take place before the tax expires.

One issue that brought unanimous consent was the amount of the tax. Members strongly concurred that the tax should remain at one-half cent, meaning voters would not be paying anything more out of their pockets than they have for the past 20 years. Members agreed that seeking a tax increase in the current economy would be unacceptable to voters.

Another issue that received unanimous support was to keep the tax in Maricopa County, where congestion and air quality challenges are greatest and where residents are more likely to support funding to address those challenges.

A more difficult issue for the committee was whether to allocate a portion of the revenue directly to cities for local transportation priorities, an issue receiving strong initial support from some of the cities, and one which had tested well in a recent transportation poll.



Transportation Policy Committee members discuss a potential sales tax extension for transportation.

After discussion, members agreed that the cities' highest-priority projects are likely to score well in the performance-based plan, because most are likely to demonstrate a significant regional benefit by alleviating congestion or improving safety. Since those projects would be eligible for regional funding, the consensus was that it would be better to keep the money in one regional funding pie, subject to the results of the performance-based planning.

"It came out that the biggest needs in this region for every one of us are those that would be called regional needs," said Transportation Policy Committee Vice Chair Elaine Scruggs. "The money should all remain together in one pot, to be used for those most major projects that will bring the economic development that we need as a region and that will bring the mobility everyone wants."

A final issue to be considered by the committee was a proposal from Maricopa County to create a Regional Transportation District. Several members stated a belief that such a district would create



Marty Shultz, vice president of government operations for Pinnacle West Capital Corporation, at work on the Transportation Policy Committee.

Policy Questions continued on page 8

Regional Council Looks to Year Ahead

Improving internal communications, strengthening the Regional Council as a policy team, and developing a transportation strategy to plan for future growth were ranked among the top objectives for 2003 by the MAG Regional Council. The



Regional Council members listen to ideas on the "Top 10 reasons to think regionally."

goals were outlined during a planning retreat January 10.


"My top goal in the year ahead is to improve internal communication and provide more opportunities for discussion on critical issues," said MAG Chair Wendy Feldman-Kerr. "This retreat provided a great opportunity to jump-start those discussions," she said.



Regional Council Vice Chair Joan Shafer said the Council must have a shared vision on regional issues.

"Everyone has something wonderful to offer. We need to look at the whole Valley and how we serve the larger interest," she said.

Challenging issues identified by the group included economic development, transportation, and human services, as well as how to combat challenges to the MAG governance structure.

Facilitator Dick Bowers, a former city manager for the city of Scottsdale, told the group that visionaries too often expend valuable human energy dealing with naysayers, who represent a small percentage of the overall population. Instead, he said, those visionaries should be dealing with the group he calls "thoughtful leaders," who are then able to influence so-called "band wagoners" to embrace progressive ideas and bring about effective change. 


For more information: Regional Council page on the MAG Web site: www.mag.maricopa.gov/reg_council.cms

Walk to End Domestic Violence

The first annual Walk to End Domestic Violence is scheduled for Saturday, April 26 at 7 a.m. The 5K walk and run course will take participants around the state Capitol and finish at the Capitol Mall, where domestic violence shelters and other service providers will provide educational materials.

The walk's title sponsors are *The Arizona Republic* and 12 News.

Presenting sponsors include Blue Cross Blue Shield of Arizona, APS, Bank One and Verizon Wireless. The sponsors' financial and in-kind donations will allow the walk to cover its costs and raise funds from entry fees and pledge collections. Funds raised from the walk will be distributed through a request for proposals process to local domestic violence shelters.

More than 6,000 people are expected to participate in the inaugural event. 

For more information or to register, please contact DeDe Gaisthea at (602) 254-6300 or visit the EADV Web page: www.mag.maricopa.gov/project.cms?item=590



Transportation Survey continued from page 1

Seventy-five percent of those polled indicated a belief that congestion will get worse without additional funding.

“Moving people and goods is crucial to Arizona’s economy,” said Marty Shultz, vice president of government operations for Pinnacle West Capital Corporation, also a member of the Transportation Policy Committee. “Congestion costs time and money, and we believe people recognize that a strong economy is dependent on a good transportation system,” he said.

Voters indicated high satisfaction with the existing transportation system, especially with freeways (64%) and streets and roads (58%). Sixty percent of voters believe the half-cent sales tax has had a major positive impact on improving the transportation system in Maricopa County.

Voters supported a mix of transportation improvements.

When asked how they would prioritize spending, voters indicated they would spend about 57 percent on freeway and surface street improvements, and 43 percent on transit.

“We are encouraged by the results, which show that most voters recognize there is no single mode of transportation that eliminates congestion,” said Glendale Mayor Elaine Scruggs, vice chair of the Transportation Policy Committee. “Any regional plan must include a variety of choices that allow us to improve the system through an entire package of solutions,” she said.

Among the specific transportation improvements receiving the highest spending priorities were: timing traffic lights to improve traffic flow (79%); improving safety on streets and freeways (72%); improving dial-a-ride transit service (65%); adding more left turn arrows on main streets and roads (62%); adding

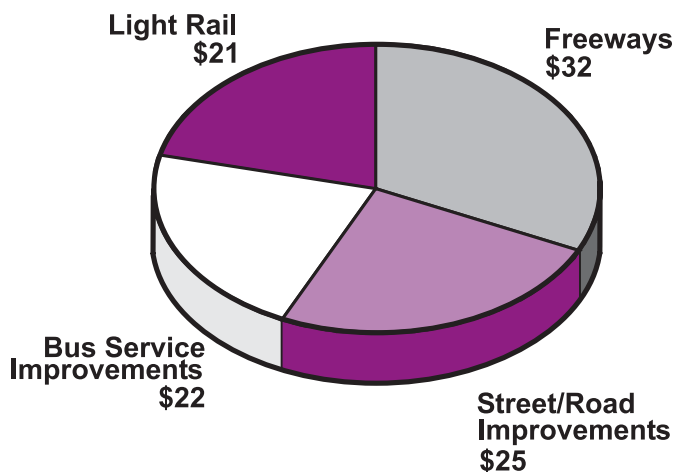


Pollster Earl de Berge of Behavior Research Center describes the results of a transportation survey during the Regional Council Retreat in January.

more bus pullouts (57%); expanding bus service to more areas of the Valley (55%); completing high occupancy vehicle lanes of freeways (54%); increasing the capacity on congested major streets by adding more lanes (52%), and expanding the frequency of bus service (52%).

For more information: Transportation Policy Committee Web page: www.mag.maricopa.gov/committee.cms?item=75

Voter Priority for Transportation Spending
(How Voters Would Distribute \$100)



Results of a poll question asking respondents to divide \$100 in funding among transportation improvements.

Satisfaction with Transportation System

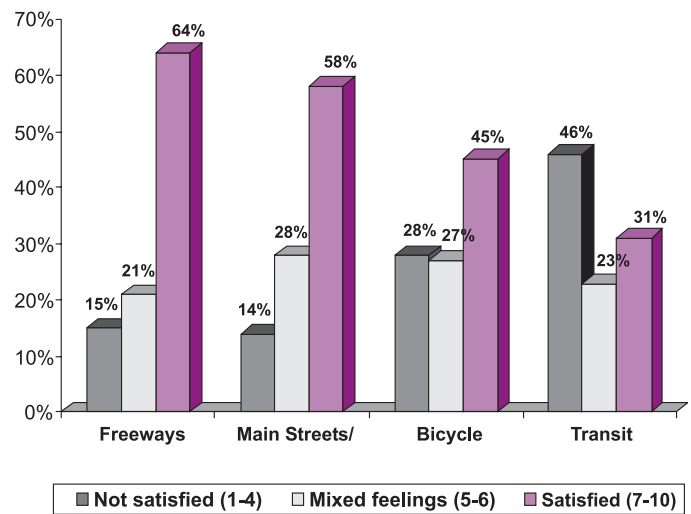


Chart gauges respondents' satisfaction with the current transportation system.

Quiet, Please!

Quieter freeways and a resourceful use of old tires will be the primary result of a plan to add a rubberized asphalt surface to the majority of the Valley's freeway system.

Through a cooperative effort among the Governor's Office, the Arizona Department of Transportation and the Maricopa Association of Governments, approximately 115 miles of Valley freeways will be covered with rubberized asphalt starting this year. MAG is expected to commit \$34 million dollars from its federal transportation funds to pay for the resurfacing.

The plan was unveiled in December during a joint press conference featuring then-Governor Jane D. Hull and six Valley mayors, including MAG Chair Wendy Feldman-Kerr of Queen Creek; Mayor Boyd Dunn of Chandler; Mayor Neil Giuliano of Tempe; Mayor Keno Hawker of Mesa; Mayor Mary Manross of Scottsdale; and Mayor Elaine Scruggs of Glendale.

"We support this change to the freeway program because it is the right thing to do," Chair Feldman-Kerr said during the press conference. "The cities and the state have been listening to residents who live near the freeways."

The key ingredient in rubberized asphalt is "crumb rubber," granules of shredded recycled tires. The crumb rubber is




Chandler Mayor
Boyd Dunn



Queen Creek
Mayor Wendy
Feldman-Kerr,
MAG Chair




Former Governor Jane Hull, flanked by ADOT Director Victor Mendez, announces the use of rubberized asphalt on Valley freeways.

mixed with heated liquid asphalt and stones before being applied to a freeway as a one-inch surface coat. Studies indicate rubberized asphalt generally reduces tire noise by three to five decibels. It is considered by transportation engineers to be more effective than noise walls, because it reduces noise at its source. Approximately 10,000 tires per mile will be recycled by paving Valley freeways with rubberized asphalt. 

Policy Questions

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an unnecessary layer of government and lead to a duplication of services. Members pointed out that all regional transportation decisions would still have to come through MAG, which is designated by federal law as the transportation planning body for the region. Redesignation would require units of local government representing 75 percent of the population, including the central city (Phoenix), and the governor of the state to agree to the redesignation. Members concurred that such a change was not likely to be supported by local governments. 

For more information: Transportation Policy Committee Web page: www.mag.maricopa.gov/committee.cms?item=75




Speakers included (left to right) Mayor Elaine Scruggs, Glendale; Vice Mayor Steve Urie, Gilbert; Mayor Mary Manross, Scottsdale; Mayor Neil Giuliano, Tempe; Mayor Wendy Feldman Kerr, Queen Creek; and Mayor Boyd Dunn, Chandler.

Alert System to Warn Residents of Danger

The phone rings. You pick it up to hear an operator warning of an emergency in your neighborhood, along with instructions on what to do.

That scenario will soon become reality, thanks to a \$2.5 million contract awarded to MAG and Qwest Communications by the Arizona Department of Environmental Quality (ADEQ). The award will allow the two agencies to jointly develop and operate a community emergency notification system for Maricopa County.

"Once operational, this system will add significant capability to emergency response agencies in Maricopa County," said ADEQ Acting Director Ric Tobin. "Together MAG and Qwest have the management systems, database access and technology to provide reliable, accurate service."

The system functions as a "reverse 9-1-1," where instead of residents calling authorities for help, the system calls residents when there's a public emergency. The value of the system is the speed and efficiency with which it notifies large numbers of people and advises them of steps they can take to reduce or eliminate risks associated with the emergency. 

Plan Seeks to End Homelessness


Increased funding for programs such as treatment of substance abuse and mental health issues, development of affordable and permanent supportive housing, and eviction prevention are just a few of the solutions being recommended in a new regional plan focused on ending homelessness.

Since 1999, MAG has assumed responsibility for a year-round homeless planning process known as the "Continuum of Care." The continuum focuses on coordinating the region's application process for receiving federal funds. As part of this year's application, the Continuum of Care developed a regional homeless plan that will be used as a blueprint in working to end homelessness in every community in the region.

"In a country of bounty, we have many blessings. Those blessings come with the duty to care for the least of our brethren. I'm proud of our MAG committee's efforts to keep the end of homelessness high on our list of priorities," said Ernest Calderon, who chairs the Continuum of Care committee.

The *Regional Plan to End Homelessness* is based on the work of more than 150 knowledgeable individuals, including people who are currently experiencing homelessness. The committee met over a six-month period to identify themes and develop recommendations. "These recommendations are aimed at ending homelessness in Maricopa County, which is everyone's responsibility," Calderon said.

The plan addresses the need to increase funding through a dedicated source for critical services such as substance abuse treatment. Other topics focus on the lack of — and need for — affordable housing. Affordable housing is especially needed for people with disabilities and people whose income is less than 40 percent of the median income. Many of these people are the working poor and constitute a growing number of "newly homeless." The regional plan will be used to guide the Continuum of Care, educate the community, and help develop policy around the issue of homelessness in the region.

Last month, the Continuum of Care received some good news when it was notified by the Department of Housing and Urban Development of an award of \$10.1 million dollars for the region. The Continuum scored in the top 10 percentile of homeless efforts around the country, and the award was \$800,000 more than last year's grant. 

For more information: Continuum of Care Regional Committee on Homelessness
Web page: www.mag.maricopa.gov/committee.cms?item=75



“America Moves” Conference Sees Fit to See Fit

Studies consistently prove that physical activity has long-lasting physical and mental health benefits for all age groups, including seniors. In April, the Maricopa Association of Governments will host a two-day conference called *America Moves*, a how-to conference designed to create more active, livable communities by forging partnerships and building alliances.

ranging from city planners to health care providers to seek creative solutions for integrating walking and physical activity into everyday lifestyles. Communities designed with bicycle and pedestrian-friendly facilities play an important role in encouraging physical activity.

“This is an issue that faces me not only for my city, but also personally,” said Mesa Mayor Keno Hawker, who will provide a welcome address at the conference. “I’m now over 50. You’re not forced to do physical activity as much as you were when you were a teenager or back in college. And we as a municipality need to provide opportunities

“This is an issue that faces me not only for my city, but also personally.”
- Mayor Keno Hawker of Mesa

The conference will bring together community representatives



America Moves

that are easily accessible to our residents so they can maintain a healthy and vibrant lifestyle.”

Hawker pointed to the creation of bike paths and hiking and jogging trails along canals as a first step in designing pedestrian-friendly facilities. His city is also looking at a partnership with the Tonto National Forest to open up a national forest area that borders Mesa.

The *America Moves* conference is sponsored by MAG, the city of Mesa, the Arizona Department of Transportation, the Arizona Department of Health Services, St. Luke’s Health Initiatives and the Arizona Governor’s Council on Health, Physical Fitness and Sports. The conference will be held at the Sheraton Mesa Hotel and Convention Center in Mesa on April 3-4, 2003. 

For more information and a registration packet, contact Maureen DeCindis at (602) 452-5073. You can also learn more about the conference and download the registration form on the Web site: www.ci.mesa.az.us/citymgt/america_moves

MAG Moment



A snip of the ribbon opens the Loop 202 freeway from Gilbert to Higley Roads. From left to right: Rusty Gant, State Transportation Board; Bob Hollis, FHWA; Ingo Radicke, State Transportation Board; Marilyn Jarrett, State Senator; Victor Mendez, ADOT Director; Governor Janet Napolitano; Mayor Keno Hawker, Mesa; Roc Arnett, Citizens Transportation Oversight Committee.

Data Project to Assist Human Services

Helping vulnerable populations can take more than just a few warm hearts – it can take a few cold facts as well.

The ability to define where human services needs are greatest and where gaps exist can be critical when it comes to ensuring that limited dollars are spent on services that do the most good.

A new partnership project between the Maricopa Association of Governments and the Valley of the Sun United Way will compile a significant inventory of data that will help agencies get a clearer picture of where needs exist in the community. The Community


Data Partnership will collect existing demographic, health, education, crime, housing, employment, and other relevant data indicators for the region, and use that data to generate maps, charts and other reports. The data can be utilized by policymakers, grant writers, social service providers, and the general public to help them adapt to changing needs within communities.

The Community Data Partnership will be tied to MAG's existing Geographic Information System programs.

"The project will create a comprehensive repository of reports and

surveys, which will be made available on the Web in an interactive, free and accessible format," said MAG Information Services Manager Rita Walton. "The database will allow users to query, map and analyze the data to meet their individual needs," she said.

A hard copy report, a magazine-type color publication, will be published and distributed by *The Arizona Republic* in February 2003.

Once this product is developed and distributed, feedback from user focus groups will influence the direction and schedule of the release of future reports. 



Building Airports for an Aging Population

Imagine what would happen to your quality of life if you were unable to use air transportation to visit family and friends, not because you didn't have the time or money, but because airports had become so cumbersome to use that it wasn't worth the bother. It's a prospect many of us may face unless airports and their carriers give more consideration to the unique needs of an aging population.

"As baby boomers hit their 60s, seniors need to be viewed as a distinct market for air travel," said Harry Wolfe, a senior aviation planner for the Maricopa Association of Governments. "We need to start taking into account the special needs of seniors when designing and planning airports," he said.


Wolfe recently presented a panel seminar, "Building Airports for an Aging Population," at the annual Transportation Research Board conference in Washington D.C.

Wolfe reported that a recent focus group of seniors identified three major problems at airports: wayfinding, waiting and walking. He pointed out that senior travelers have unique challenges, such as diminished vision, that should be taken into account when designing airport signage and maps. For example, a 60-year-old needs three times the light as a 20-year-old to see properly.

Unlike past generations of seniors, aging baby boomers are comfortable with air travel and many will have time and money on

their hands to spend on it – if that comfort level remains.

"If air transportation providers fail to start planning for this emerging market, they will alienate seniors and miss a lucrative economic opportunity," warned Wolfe.

Potential solutions include having volunteers stationed at the airport to help passengers find their way through terminals, establishing airport familiarization programs for seniors, developing consistent standards for terminal maps, and developing airport and other intercity terminal design standards geared toward seniors. 

For more information: RASP Policy Committee Web page: www.mag.maricopa.gov/committee.cms?item=74



Serving seniors at airports may take careful planning.

EVENTS *Calendar*

MEETING *Times*

SPRING 2002-2003

February	March	April
5th 9:30 AM, Intelligent Transportation Systems Committee 5th 10:30 AM, Regional Concept of Transportation Operations Stakeholders Group 5th 1:30 PM, Standard Specifications and Details Committee 7th 10:00 AM, Management Subcommittee on Population Options 11th 1:00 PM, Street Committee 12th 9:00 AM, Regional Concept of Transportation Operations Workshop 12th 12:00 PM, Management Committee 13th 10:00 AM, Solid Waste Advisory Committee 13th 1:30 PM, High Capacity Transit Working Group 13th 2:00 PM, Domestic Violence Council 18th 10:00 AM, Population Technical Advisory Committee 18th 1:00 PM, Bicycle Task Force 19th 2:00 PM, Building Codes Committee 19th 4:00 PM, Transportation Policy Committee 20th 1:00 PM, Human Services Technical Committee 25th 10:00 AM, Elderly Mobility Stakeholders Group 26th 5:00 PM, Regional Council 27th 10:00 AM, Transportation Review Committee 27th 10:00 AM, Telecommunications Advisory Group 27th 1:30 PM, Air Quality Technical Advisory Committee 27th 1:30 PM, Homeless Continuum of Care Steering Committee <p>All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the Compass Bank Building, 302 N. 1st Avenue.</p>	5th 9:30 AM, Intelligent Transportation Systems Committee 5th 10:30 AM, Regional Concept of Transportation Operations Stakeholders Group 5th 1:30 PM, Standard Specifications and Details Committee 7th 10:00 AM, Management Subcommittee on Population Options 11th 1:30 PM, Street Committee 12th 9:00 AM, Regional Concept of Transportation Operations Workshop 12th 10:00 AM, Elderly Mobility Stakeholders Group 12th 12:00 PM, Management Committee 13th 10:30 AM, 2003 Regional Transportation Safety Forum (Black Canyon Conference Center) 18th 10:00 AM, Population Technical Advisory Committee 18th 1:30 PM, Pedestrian Working Group 19th 2:00 PM, Building Codes Committee 19th 4:00 PM, Transportation Policy Committee 20th 1:00 PM, Human Services Technical Advisory Committee 20th 1:30 PM, Air Quality Technical Advisory Committee 26th 5:00 PM, Regional Council 27th 10:00 AM, Transportation Review Committee 27th 10:00 AM, Telecommunications Advisory Group 27th 1:30 PM, Homeless Continuum of Care Steering Committee <p>Parking is available under the building. Please ask for parking validation at the meeting. Bus fares may be reimbursed with a valid transfer. Bike racks are available at the entrance to the parking garage.</p>	2nd 9:30 AM, Intelligent Transportation Systems Committee 2nd 10:30 AM, Regional Concept of Transportation Operations Stakeholders Group 2nd 1:30 PM, Standard Specifications and Details Committee 4th 10:00 AM, Management Subcommittee on Population Options 8th 1:30 PM, Street Committee 9th 12:00 PM, Management Committee 10th 1:00 PM, Human Services Coordinating Committee 10th 2:00 PM, Domestic Violence Council 15th 10:00 AM, Population Technical Advisory Committee 16th 2:00 PM, Building Codes Committee 16th 4:00 PM, Transportation Policy Committee 17th 1:00 PM, Human Services Technical Advisory Committee 22nd 1:00 PM, Bicycle Task Force 22nd 1:30 PM, Homeless Continuum of Care Steering Committee 23rd 5:00 PM, Regional Council 24th 10:00 AM, Transportation Review Committee 24th 10:00 AM, Telecommunications Advisory Group <p>The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.</p> <p>Please call (602) 254-6300 for confirmation, or visit the MAG Web site: www.mag.maricopa.gov/meetings.cms</p>

The MAGAZine Quarterly Newsletter is available in electronic format and in Spanish on the MAG Web site: www.mag.maricopa.gov/project.cms?item=433



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